



**SCOTTSDALE PRIDE COMMITTEE
ONE CIVIC CENTER
7447 E. INDIAN SCHOOL
CONFERENCE ROOM—SUITE 300
SCOTTSDALE, AZ
FEBRUARY 2, 2006**

AMENDED MINUTES

Present: Cristina Lenko (Chair)
Donald Scott (Vice-Chair)
Vicki Carr
Carol Cerrito (arrived at 5:39 p.m.)
Robbi Henrickson (arrived at 5:45 p.m.)
Rosanna Organ
Ronald Robins
Zachary Stahmer
Sonnie Stevens
Richard Taylor
Stewart Walowitz (arrived at 6:03 p.m.)

Absent: Richard Kimberly
Judy Snyder
Cathy Zebarth

Staff: Rob Millar

Guest: Judy Register, C & R General Manager
Shannon Wallace, Communications & Public Affairs

CALL TO ORDER

A regular meeting of the Scottsdale Pride Committee was called to order at 5:37 p.m. by Chair Lenko. A roll call confirmed the presence of Committee members as noted above.

APPROVAL OF JANUARY 5, 2006 MINUTES

Vice-Chair Scott inquired about Decima's discussion at last month's meeting regarding City Council's request for consistency amongst all Boards, reminding Committee Members that the codify issue will appear on next month's agenda. Chair Lenko pointed out that the codify issue will be covered under the current meeting's topic entitled: Pride Committee Name Change Discussion and Staff Updates.

Mr. Millar introduced Judy Register, the General Manager for C & R. Ms. Register will serve as staff liaison during the month of March.

COMMITTEE MEMBER ORGAN MOVED FOR APPROVAL OF THE MINUTES OF THE JANUARY 5, 2006 MEETING. THE MOTION WAS SECONDED BY VICE-CHAIR SCOTT AND CARRIED UNANIMOUSLY BY A VOTE OF NINE (9) TO ZERO (0).

PRIDE COMMITTEE NAME CHANGE DISCUSSION

Codification:

Chair Lenko began the discussion by informing the Committee that they will be discussing a possible name change before addressing codification. She explained that since a Committee is a temporary or ad hoc body, City Council's formal adoption of the Committee requires the formal establishment of a Board or Commission.

Mr. Millar explained that committees have a limited life span and pointed out the Pride Committee was never codified or added to the City Code. He noted that an ordinance is in the process of being drafted with the intent of being completed and presented to City Council for approval in June or July. The matter should be added to the April agenda for review by the Committee. Mr. Millar also noted that the Committee will need to discuss whether they wish to be considered a Board or Commission.

Mr. Millar explained that the matter is on the current agenda for discussion because Committee Member Henrickson had some name change suggestions and Shannon Wallace, the Communications & Public Affairs rep involved with the creation of the Pride Committee's new logo, is in attendance to provide guidance on the name change issue.

Chair Lenko reported that she had discussions with Committee Member Henrickson regarding her concerns that the word "pride" is more associated with social movements and not so much pride of property. She noted the idea that changing the name of the Committee to Keep Scottsdale Beautiful might be more appropriate.

Vice-Chair Scott stated that Clean and Beautiful is more of a statement describing what the Committee is looking for rather than a name. Committee Member Organ opined that the logo looks great and that "pride" stands for "Pride in the Community". Committee Member Taylor questioned whether someone was concerned that it would be mistaken for Gay Pride, suggesting that the word Scottsdale should be bigger and "pride" should be smaller. Committee Member Stevens remarked that this Committee is one of the very few that has a strong punch name that provides flexibility.

Branding and Marketing:

Ms. Wallace provided marketing insight by pointing out that Scottsdale Pride has existed for 10+ years and that the name has been part of the community. She elaborated that this Committee has done a great job augmenting the community's knowledge, which is an important element of branding. She pointed out that Clean and Beautiful is purely a litter campaign and Scottsdale Pride has proven itself to be much more than that.

Committee Member Stevens noted that the name Scottsdale Pride is seen in the monthly water bills.

Ms. Wallace further discussed the point that if the name is changed, it would have to be approved by City Council and the logo would have to be changed. From a branding standpoint, changing the name would not be encouraged since it would hinder longevity and recognition.

Committee Member Henrickson commented that when she reviewed the website, she didn't really understand what Scottsdale Pride was about until she saw the association with Keep America Beautiful. She then understood that the Committee was dedicated to making Scottsdale a better place to live. She noted that in her experience as a Marketing Communications Executive, numerous social movements are associated with the word "pride".

Committee Member Henrickson opined that from a branding aspect, the Committee should be clear in terms of who they are and what they really stand for rather than having to explain the meaning of pride and suggested a one-sentence statement that clearly educates people on who Scottsdale Pride is and what the Committee stands for. She elaborated that if the name were changed to Scottsdale Clean and Beautiful, they could borrow from the established credibility of the phrase Keep America Beautiful. Committee Members suggested using an established typeface only for the words Scottsdale Clean and Beautiful as a logo.

Chair Lenko clarified that the Committee needs a fresh perspective with regard to people on the outside looking in, noting that whenever she mentioned Scottsdale Pride over the past three years, she has had to explain what it was. Discussion ensued about the history of the Committee in the community and the Committee's involvement in a variety of topics without limitation.

Committee Member Stevens recalled that when the Committee began with Ed Villa, the major focus was on litter, then expanded to business enhancement and other numerous important issues. Discussion ensued about developing specific ideas/names that include Commission or Board.

Ms. Wallace requested that the Committee keep in mind that Scottsdale is a growing community and marketing to new members of the community will have more of an impact because of the 10+ years of experience. She pointed out that "marketing starts with you."

Name Suggestions and Comments:

Committee Member Cerrito expressed concern that Clean and Beautiful is too limiting and does not represent all facets of the Committee. Committee Member Taylor suggested the name: Scottsdale Enhancement Commission. Ms. Register cautioned that such would be too similar to the Neighborhood Enhancement Commission.

Vice-Chair Scott remarked that the name needs to be more easily defining and understood, painting a very clear picture of what this Committee does for the community. He opined that the name Scottsdale Pride fails because it does not reveal what the Committee is, but it does have strength in the fact that it provides lots of leeway to the Committee. Committee Member Stevens noted the need to establish some of the old traditions and that the word "pride" encompasses neighborhood issues such as enhancing homes that need help.

Discussion followed regarding appointment of a subcommittee to specify what the Committee stands for and then develop name suggestions that encompass those specifics. Committee Member Stevens volunteered to present a list of yearly projects at next month's meeting. Committee Member Stahmer noted that the transient nature of the population eliminates some of the connections to past projects. Committee Member Taylor recommended that Scottsdale Pride signs be posted at events in order to increase visibility in the community. He specifically suggested: Caution: Scottsdale Pride Clean-Up.

The Committee agreed to include the possible name change of Scottsdale Pride on next month's Agenda for possible discussion and action.

SUBCOMMITTEE REPORTS

Chair Lenko requested Subcommittee reports on progress to date.

- Treasures and Trash

Committee Member Robins reported that no new changes. Mr. Millar suggested creating the proposed signs now, so they will be available for the Treasures and Trash event. He further suggested that research regarding the liability issues and ordinances be reviewed before making the signs. Board Member Carr suggested t-shirts with the logo on the back in an effort to draw attention.

- Downtown Recognition

Vice-Chair Scott reported that subcommittee met briefly and plans on getting their program underway this month by making themselves available to at least six of the various merchant associations in Downtown Scottsdale. They will begin by attending the Merchant Association meetings over the next 30-60 days in order to obtain education on existing business enhancement programs that may match funding. Vice-Chair Scott inquired about updating the Application Form to include name of business and contact person along with the new Scottsdale Pride logo. Mr. Millar agreed to address the request, pointing out that he will forward all copies of applications submitted to Vice-Chair Scott since Committee Member Stevens will be retiring.

- South Scottsdale Revitalization

Committee Member Walowitz reported that as a result of their meeting, they were in contact with Joy from STOMP, which is an organization that hires high school students to help homeowners with clean up or refurbishing issues. He noted that a starting point could be helping one homeowner from STOMP's backlog of homes in need. He further reported that efforts could also tie in with the revitalization program headed by Joanie Mead, which has an event on March 11, 2006.

In response to inquiry from Chair Lenko regarding the March 11th canvassing event, Committee Member Walowitz explained that this is a one-day event to fix-up one home, and the canvassing would be directing neighbors to come and see the type of help that could be provided.

Committee Member Walowitz elaborated that the idea is to try to find a home that is in violation of landscaping codes or needs painting so the Pride Committee could bring in lots of hands to help the homeowner and educate them on available programs.

Mr. Millar commented that the City is planning a Tools on Wheels event, headed up by Judy Register, which should be available within the next 2-3 months. Neighbors will be able to borrow tools by filling out liability and checkout forms.

Mr. Millar recalled that the March 11th event would be covering Hayden to Roosevelt to McDowell. Judy Register reported that they would be meeting at the Supi Middle School, holding a picnic thereafter wherein City Council will join them. Mr. Millar reported that the paint and brushes would be donated and suggested that the volunteers bring their own basic tools. Landscaping supplies will be provided by the Rock the House program.

- North Scottsdale Project

Committee Member Cerrito reported that subcommittee met last week to discuss a couple of projects. They wrote a letter to Keep America Beautiful regarding their Cigarette Litter Program and received a response today, which she had not yet read. She also indicated that they checked into the pocket ashtrays for giveaways at events and found that the cigarette companies are no longer giving them out. Committee Member Cerrito further reported that Committee Member Stahmer would be contacting the press in an effort to obtain support for the program. Committee Member Snyder will research community events in which a table could be setup for distribution of information materials.

- Ongoing City Projects

Chair Lenko reported that the subcommittee would be complete once their new member, Sandra, arrives. Committee Member Henrickson reported that an article will appear in the April water bill about the Scottsdale Pride Committee inviting neighborhoods to participate in Scottsdale Clean and Beautiful month. The article will include information from the website. She noted suggestions of planting a Liberty Garden in a prominent public space using red/white/blue flowers in the shape of an American Flag. The subcommittee would also like to plant a Palo Verde (state tree) in the Scottsdale Pride Park on Arbor Day.

Chair Lenko reported that they are working on the display of Scottsdale Pride on disposable cardboard trash cans used at various events, which are printed and donated by APS. Mr. Millar scheduled a meeting with an APS rep who informed that there is an \$800 set-up charge for logos to be applied. Chair Lenko commented that they hoped to negotiate with APS to cover the trash can production cost of approximately \$5.00 each. She also noted entertaining the idea of soliciting sponsorships.

Chair Lenko commented that they would continue working with APS on the trash can project. She further reported that are also looking into partnering with the Scottsdale Center for the Arts on their public art program in order to establish a trash can decorating contest for schools, relaying the message "keep your campus clean."

Mr. Millar requested that Committee Members keep him apprised of subcommittee meeting dates at least 10 days prior to the scheduled meeting in order to comply with posting requirements. He committed to reconfirm the posting requirements with the City Attorney's Office.

CALENDAR PLANNING OF EVENTS/ACTIVITIES

Chair Lenko distributed the 2005 Agenda Planner for review, and requested that Members make appropriate changes for 2006, including subcommittee event dates. The additions and changes were discussed as follows:

February: February 11, 2006—volunteer opportunity with the City for neighborhood canvassing.

March: March 11, 2006—the City's hands on and canvassing activity; name change discussion; award for neighborhood clean-up event discussion (other awards).

April: 1) Clean and Beautiful Month; 2) Arbor Day/Pride Park Clean Up; and 3) April 8/9—Neighborhood Improvement Clean Up weekend.

Mr. Millar noted that he will be tracking neighborhoods that register. Committee Members should keep him apprised of any neighborhoods that desire clean-up assistance. Committee Member Stevens requested that discussion regarding the possibility of giving an award for neighborhood clean-up be added to next month's agenda.

Mr. Millar reported that Rebuilding Together is a national program where each community tries to identify clean-up opportunities. Past efforts have included assistance to the girls ranch off of Osborn/Granite Reef as well as external and internal remodeling assistance to five homes. He explained that the event is community-based where a company would provide sponsorship to cover plumbing, new appliances, etc. Committee Member Walowitz reported that numerous projects were available for this event, but a sponsor has not yet been located.

In response to inquiry by Chair Lenko, Mr. Millar reported that volunteers are need for Enviro Kids Fest and encouraged everyone to check out their website.

Committee Member Stevens reported that five or six 2006 Treasures and Trash t-shirts are still available for anyone who doesn't have one.

May: Adopt A Road

June: Revitalization/Neighborhood Improvement Plans

July: Possible Month Off

Mr. Millar reminded the Committee of previous discussions of taking off a month during the summer due to the problem of not having a quorum. Vice-Chair Scott also noted the difficulty of staffing meetings in July and August.

September: Gain Kick-Off

October: Treasures and Trash (or November); Block Watch activities.

November: Elections

December: Retreat

Lean Month Suggestions: Cigarette Butt Pick-Up Campaign; Community Centers Outreach; Neighborhood Revitalization and Improvement Plan

Mr. Register reported that they hope to have the capital funds for Neighborhood Revitalization expended by June 30th. She further reported that organizations couldn't use NEC Program funds for anything that does not fit the criteria of a capital improvement program: five years longevity, \$25,000 cost or more that results in a fixed asset for the City of Scottsdale.

Ms. Register reported that funds were set aside by City Council in the 2005/2006 budget for Neighborhood Improvement Plans allowing neighborhoods to apply for improvement funding. Only four applications were submitted and funded. She stated that Ms. Sever is working with those neighborhoods to facilitate completion of the requested projects by June 30th so the funding doesn't roll back into the City General Fund.

Chair Lenko will work with Mr. Millar on the draft of the 2006 Agenda Planner and will submit it to all Committee Members within the next week, in preparation of reviewing the Agenda Planner at the next meeting.

STAFF UPDATES

Mr. Millar reported that Committee Members Henrickson, Organ, and Robins have signed up for the February 11 canvassing event. Mr. Millar invited everyone to participate, noting that the NEC has also been invited to participate.

Mr. Millar requested that any changes or corrections to nameplates or the staff contact list be forwarded to him.

Mr. Millar reminded the Committee that all Members must attend an orientation and obtain a name badge. Beginning next month, the Committee will be meeting in the KIVA conference room.

Sandra Kaibetony is a new Committee Member.

MEMBER UPDATES

No Committee Member updates.

PUBLIC COMMENT

No members of the public wished to address the Committee.

ADJOURNMENT

With no further business to discuss, the meeting adjourned at 7:08 p.m.

Respectfully submitted,
AV Tronics, Inc.